

King Sano...the cigarette taste to live with

King Sano...America's purest tobacco taste

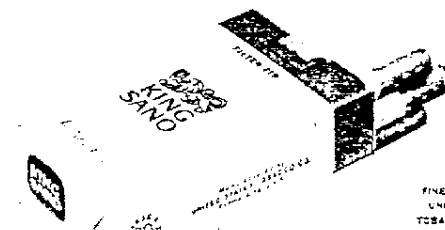
ONLY KING SANO PROTECTS YOUR TASTE BOTH WAYS

1 FILTERS THE TOBACCO BEFORE YOU SMOKE IT

1 The exclusive King Sano reduction process first filters harshness out of the leaf before the cigarette is ever made.

2 FILTERS THE SMOKE BEFORE YOU TASTE IT

2 The unique King Sano filter further refines the smoke so you enjoy the purest tobacco flavor of any filter cigarette.



ANOTHER
FINE PRODUCT OF
UNITED STATES
TOBACCO COMPANY

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